AGREED TERMS OF REFERENCE

To complete, for report, consideration and decision on recommendations initially at the NZ Council meeting on December 7th 2014, the following Review managed in three parts:

1. A qualitative and quantitative review of Labour’s 2014 General Election campaign, including preparation from the 2011 General Election onwards, led by an analysis of the 2014 results and incorporating:
   - party and electorate vote variance;
   - electorate and hub performance, including enrolment, persuasion and turnout;
   - the targeting approach;
   - list and electorate candidate selection and performance
   - Maori and sector strategies;
   - volunteer management and activist training;
   - campaign finance – income, expenditure, cost-effectiveness;
   - digital campaign;
   - messaging formulation and communication of policy and campaign messages (including the “Vote Positive” brand);
   - performance in and relationship with the media;
   - Party and Caucus organisation;
   - Leadership and management of the campaign;
   - relationships with other parties and
   - any other significant matters which are identified in the course of consultation.

2. A qualitative review of Labour’s political positioning and performance, and the manner in which it is presented going forward in the light of the results of the 2008, 2011, and 2014 General Elections, to include the environment and context in which we now find ourselves; to be informed by what progressive political parties have done overseas, and what New Zealand political parties have done, in comparable situations; and how party alignment in MMP-style jurisdictions has changed over time.

3. The implications of the agreed recommendations for Party institutions, structures, accountabilities and operations, including governance, an integrated three year campaign plan leading to the 2017 election, Caucus priorities and activity, communications, resource allocation, policy development, internal communications and discipline, fundraising. Through all this work to achieve sustained modernisation.

In doing this, noting that some matters may be referred for further consideration after December 7th.